GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:442
ANSWERED ON:23.02.2001
COVERAGE OF EVENTS BY DD
ADHIR RANJAN CHOWDHURY;NARESH KUMAR PUGLIA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the coverage of day-to-day events by Doordarshan is poor and the private TV channels are ahead in all fronts;

(b) if so, whether the Government propose to find out the factors responsible for such poor coverage;

(c) if so, the details thereof; and

(d) the new initiatives the Government propose to take to activate Doordarshan to compete with the private channels?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): No Sir.

(b)&(c): Do not arise.

(d): It has been intimated by Prasar Bharati that Doordarshan has been continuouslytaking various suitable steps to improve its professional standards in the presentation of news programmes etc. In fact, the improvement in any sphere including mass communication media is a continuous process and Doordarshan always adopts the latest techniques from all quarters for improvement in quality of its presentation/ coverage with a view to competing with other private TV channels.